

WORKFORCE OBSERVATIONS* FOR WISCONSIN BAY AREA COUNTIES

December 2003



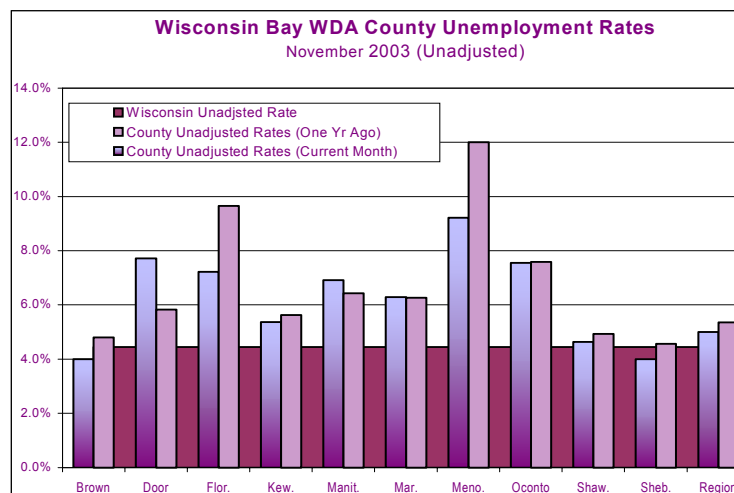
State of Wisconsin
Department of Workforce Development

Important Notice — Final Hard Copy Issue of the Workforce Observation

* The *Workforce Observations* (WO) will go electronic only beginning with the January 2004 issue. After that date the Department will no longer provide print copies. You will be able to access the *Workforce Observation* through the DWD Labor Market Information Website; <http://www.dwd.state.wi.us/lmi>. You can also have DWD notify you when the WO is updated by subscribing to our notification service available on the website.

Bay Area Unemployment Rate Unchanged in November

The seasonally unadjusted unemployment rate for the Wisconsin Bay Area remained at 5.0 percent in November. Although the overall rate for the area was unchanged, there were only three counties in the region that recorded an increase in their rate for the month. Those were Door, Florence and Shawano counties.



changed.

Sheboygan and Brown Counties had the lowest rates in the region at 4.0 percent. Both were down from October. Door County had the highest rate in the region at 7.7 percent. This was an increase of 2.3 of a percentage point from October.

The lack of change in the unemployment rate is in some ways good news for the region. Typically the unemployment rate begins to increase in November, with an average increase of 0.4 of a percentage point for the month. On a continued positive note, only two of the counties in the Bay Area had a higher unemployment rate than one year ago, while six were below last year's rate and two were un-

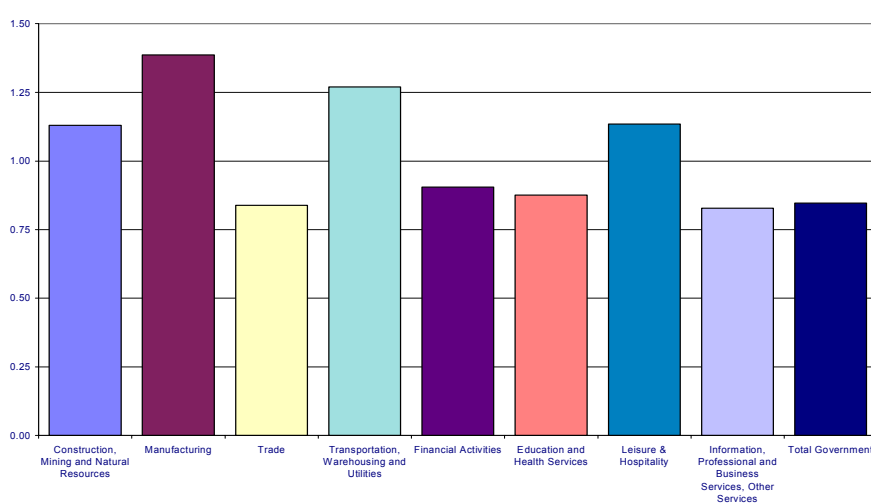
changed. Although there seems to be some hiring activity occurring in the manufacturing sector, there are still some layoffs that will be occurring and the industry as a whole has less employment than one year ago. Compared to the nation, this has hit the state and region harder. The area has a heavier reliance on manufacturing than the nation. The chart to the left indicates industries where the percent

of workers in an industry either exceeds or is below the state average. Any industry level above "1" exceeds the state average in the region. In cases where this happens the region is most likely exporting to other areas the goods or service. In industries with an average less than "1" the region most likely is importing the goods or service from another area.

As you can see the industries where the region exceeds the state average is manufacturing, transportation, warehousing and utilities and leisure and hospitality industries. Each of these

(Continued on page 2)

Location Quotient Wi Bay Area and WI November 2003



industries has its unique strengths and weaknesses.

Seasonally Adjusted Unemployment Rates

The seasonally adjusted rate for the Green Bay MSA was 4.5 percent, down 0.1 of a percentage point. This was 0.9

of a percentage point below last year. The rate for the Sheboygan MSA, was 4.3 percent, down from 4.6 percent and 0.7 of a percentage point below November 2002. The nation's rate was 5.9 percent. The rate for Wisconsin was 5.0 percent. For additional labor market statistics contact our website at <http://www.dwd.state.wi.us/lmi>.

Wisconsin Bay Workforce Development Area												
November 2003	Brown	Door	Flor.	Kew.	Manit.	Marinette	Meno.	Oconto	Shaw.	Sheb.	Bay Area	WI
Civilian Labor Force*	147,500	16,900	2,000	10,900	44,700	22,700	2,400	16,300	20,700	65,200	349,400	3,074,600
Employed	141,600	15,600	1,900	10,300	41,600	21,300	2,200	15,100	19,700	62,600	332,000	2,937,600
Unemployed	5,900	1,300	100	600	3,100	1,400	200	1,200	1,000	2,600	17,500	137,000
Unemployment rate(%)	4.0%	7.7%	7.2%	5.4%	6.9%	6.3%	9.2%	7.6%	4.6%	4.0%	5.0%	4.5%
Seasonally Adj. Rate (%)	4.5%	-	-	-	-	-	-	-	-	4.3%	-	5.0%
Total Nonfarm	151,400	13,600	1,300	6,800	36,700	20,500	2,100	9,500	12,700	62,800	317,300	2,799,800
Total Private	133,900	11,800	1,000	5,700	32,200	18,300	100	7,400	10,000	56,400	276,700	2,376,900
Goods Producing	35,800	2,900	300	2,300	13,600	7,000	*	2,900	3,100	27,700	95,700	632,100
Service Producing	115,600	10,700	1,000	4,400	23,100	13,400	2,100	6,600	9,600	35,100	221,600	2,167,700
Constr., Mining & Nat.Rsrcs	8,100	900	100	500	1,600	700	*	600	600	2,600	15,900	123,800
Manufacturing	27,700	2,000	300	1,800	12,000	6,300	*	2,300	2,400	25,100	79,900	508,300
Trade	21,800	1,700	100	800	4,300	3,000	100	1,000	2,000	7,600	42,400	446,100
Transportation & Utilities	10,400	100	40	500	1,700	700	*	300	300	1,200	15,100	328,600
Financial Activities	10,900	600	40	300	1,000	600	*	200	400	2,200	16,300	158,500
Education and Health Services	18,100	1,500	100	500	4,800	2,800	*	1,000	1,700	6,500	37,000	372,500
Leisure & Hospitality	14,100	3,600	200	800	3,000	1,900	*	1,200	1,400	3,700	29,900	232,400
Info., Prof. & Bus. Svcs, Other Sv	22,800	1,400	100	500	3,900	2,300	*	700	1,100	7,500	40,400	961,100
Total Government	17,500	1,700	400	1,100	4,500	2,200	2,000	2,100	2,700	6,400	40,600	422,900
Federal	1,000	100	20	100	200	100	*	100	100	200	1,900	28,400
State	2,600	100	10	0	200	200	*	0	100	600	3,800	104,200
Local	13,900	1,600	300	1,000	4,100	1,900	2,000	1,900	2,600	5,600	34,800	290,300
Change from one month ago October 2003												
Civilian Labor Force*	-500	-1,200	0	-200	-600	-300	0	-200	0	-700	-3,700	-15,900
Employed	-400	-1,500	0	-200	-400	-300	0	-100	0	-500	-3,500	-11,900
Unemployed	-100	300	0	0	-200	0	0	0	0	-200	-200	-4,000
Unemployment rate(%)	-0.1%	2.3%	0.8%	-0.1%	-0.4%	0.1%	-0.3%	-0.2%	0.2%	-0.2%	0.0%	-0.1%
Seasonally Adj. Rate (%)	-0.1%	-	-	-	-	-	-	-	-	-0.3%	-	-0.4%
Total Nonfarm	-300	-1,400	-10	-100	-200	-200	-10	-100	0	-600	-2,900	-4,500
Total Private	-300	-1,300	-30	-100	-200	-200	0	-100	0	-500	-2,700	-10,100
Goods Producing	-400	0	-20	0	-200	-100	-	-100	0	-100	-900	-4,900
Service Producing	100	-1,300	10	-100	0	-100	-10	0	0	-500	-2,000	400
Constr., Mining & Nat.Rsrcs	-300	0	0	0	-200	0	-	0	0	-100	-700	-3,800
Manufacturing	-100	0	-20	0	0	-100	-	-60	60	0	-190	-1,100
Trade	300	-100	0	-10	100	100	0	10	-10	100	390	4,600
Transportation & Utilities	100	0	0	0	0	0	-	0	0	0	50	6,200
Financial Activities	200	0	0	0	0	0	-	0	0	0	190	800
Education and Health Services	-200	0	0	0	100	0	-	0	20	0	-130	100
Leisure & Hospitality	100	-1,000	0	-60	-100	-100	-	-60	-50	-100	-1,430	-7,000
Info., Prof. & Bus. Svcs, Other Sv	-400	-100	0	-10	0	-100	-	10	10	-400	-930	-3,200
Total Government	0	-100	10	-20	0	0	-10	60	20	-100	-120	5,600
Federal	0	0	0	0	0	0	-	0	0	0	-10	-200
State	0	0	0	0	0	0	-	0	0	-100	-120	2,900
Local	0	-100	20	-20	0	0	-10	60	30	0	10	2,900
Change from one year ago November 2002												
Civilian Labor Force*	4,400	1,000	200	200	600	600	100	200	300	1,300	8,800	58,500
Employed	5,400	600	200	300	400	600	100	100	400	1,600	9,600	71,800
Unemployed	-1,000	400	0	0	300	0	-100	0	0	-300	-800	-13,400
Unemployment rate(%)	-0.8%	1.9%	-2.4%	-0.3%	0.5%	0.0%	-2.8%	-0.3%	-0.6%	-0.6%	-0.4%	-0.5%
Seasonally Adj. Rate (%)	-0.9%	-	-	-	-	-	-	-	-	-0.7%	-	-0.6%
Total Nonfarm	2,200	100	100	0	-200	100	100	-200	-100	0	2,100	-5,200
Total Private	2,600	100	100	0	0	200	0	-100	100	400	3,400	4,300
Goods Producing	400	-300	0	-100	-400	0	-	-200	100	200	-100	-22,900
Service Producing	1,800	400	100	100	200	0	100	0	-200	-200	2,200	17,700
Constr., Mining & Nat.Rsrcs	0	0	0	0	0	0	-	0	0	0	0	-6,400
Manufacturing	400	-300	0	-100	-300	0	-	-200	100	200	-200	-16,500
Trade	-700	-100	0	0	100	0	0	-100	100	200	-400	9,400
Transportation & Utilities	600	0	0	0	0	0	-	0	0	-100	500	6,600
Financial Activities	400	0	0	0	0	0	-	0	0	0	600	4,600
Education and Health Services	0	0	0	0	100	0	-	0	100	200	400	10,900
Leisure & Hospitality	1,700	500	0	100	-100	200	-	200	-100	-100	2,300	1,000
Info., Prof. & Bus. Svcs, Other Sv	200	0	0	0	100	0	-	-100	-100	0	100	16,900
Total Government	-400	0	0	0	-100	-200	100	-100	-200	-400	-1,300	-9,500
Federal	0	0	0	0	0	0	-	0	0	0	0	-1,200
State	-200	0	0	0	0	0	-	0	0	-100	-300	-2,900
Local	-200	0	0	0	-100	-100	100	-100	-200	-300	-900	-5,400

* Includes participants residing in area. ** Includes employment with employers located in area. Estimates are NOT seasonally adjusted.
Current month estimates are preliminary. Totals may not add due to rounding. Calculations based on unrounded numbers. NFW's data is benchmarked to 3/2002